

**Utah!**  
*Where ideas connect*

## The Message

In each round of messaging research, respondents have consistently identified three key emotional benefits from leisure and recreational activities:

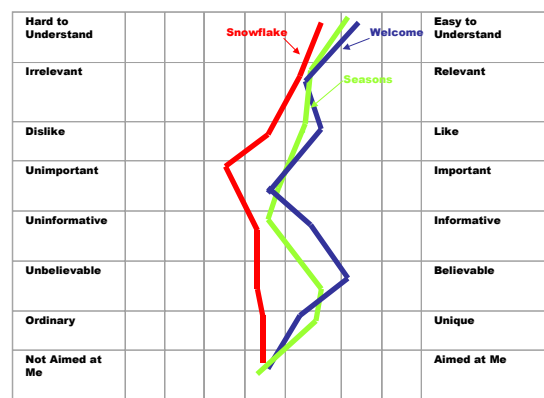
- **Discovery:** The opportunity to experience new and different sights, sounds, cultures, and experiences; to complement self-awareness, self-improvement, and self-actualization exercises
- **Recovery & Rejuvenation:** The opportunity to recharge batteries (mind, body, and soul) and reconnect with friends and loved ones
- **Escape:** The ability to remove themselves from the grind, stresses, and routines of everyday living

Based on the consistency of the responses from consumers, the creative execution of specific campaigns has attempted to associate the emotional benefits travelers desire from leisure and recreational activities with the tourism products and opportunities in Utah.

## The Creative

In addition to gauging consumers' emotional motivations for travel, the focus group research also allowed current campaigns to be evaluated and future campaigns to be pre-tested within a strategically targeted group of consumers. Both print and television advertising have been pre-tested and evaluated. For example, three television concepts were tested for the post-Olympic fall/winter campaign. Based on the strong performance of two of the concepts, production continued with some minor adjustments based on consumer reaction. In each round of evaluation, UTC advertising has consistently performed well among the target group of consumers.

## UTC Ad Concepts Spring 2002 Pre-Test



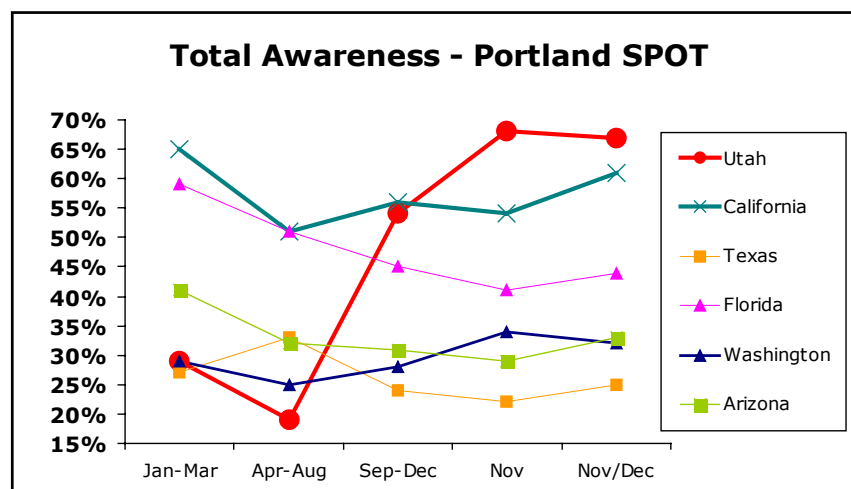
Based on the results of the series of focus group inquiries, the Division is confident about the message and creative execution of its campaigns. The Division continues to utilize pre-testing and focus group evaluations to ensure strategic consistency and emotional resonance among key consumer groups.

## The Impact

The Division has engaged in a series of research initiatives intended to evaluate the effectiveness of its advertising efforts. Beginning in 2001 and continuing in 2002 and 2003, independent contractors have been engaged to monitor and assess the impact of Division marketing efforts.

The **2001 Advertising Effectiveness Study** was the first effort of its kind in the state of Utah. Its objective was to identify shifts over time in key persuasion measurements such as awareness, consideration, desire to visit, and intent to visit. Conclusions from the research have helped develop and refine advertising strategies. Key findings from the 2001 study concluded:

- Division advertising was successful at raising awareness in all markets tested
- Spot market television advertising in Portland was particularly successful at raising all key persuasion measurements
- Based on the success of the Portland market advertising, Utah's competitive position was enhanced relative to competing destinations
- Contractor recommended that the state continue to utilize spot market television advertising and where possible, expand such advertising to other nearby feeder markets



Based on the successful results of the advertising effectiveness study conducted in 2001, the Division proposed an even more comprehensive evaluation of its marketing effectiveness through a project beginning in Fall 2002 and extending through Spring 2003. The key objectives of this project build on the previous study:

- Measure the impact and effectiveness of the advertising campaigns by focusing on shifts over time in key persuasion measurements

- The Utah Division of Travel Development remains committed to a research-based approach to advertising accountability. Through periodic focus group inquiries, the Division is able to test its messaging and creative work to maximize its impact among key consumer groups. In addition, independent surveys conducted on behalf of the Division monitor the actual impact of the campaigns among consumers. Together, they help develop advertising strategies that maximize Utah's effectiveness in the marketplace.

